Understanding Customer Satisfaction in Bandung Traditional Food Restaurant Industry

Iryani Putri Utami[2], Nurul Hermina[2], Muhammad Asyraf Hasim[3]*

Widyatama University[1,2]

Universiti Kuala Lumpur[3]

*corresponding author: asyrafhasim@unikl.edu

Abstract:

The purpose of this paper is to examine the impact of the service quality on customer satisfaction in Bandung traditional food market and to indicate which factors have more important role in lashing customer satisfaction. Primary data in the form of 200 questionnaire responses were been collected from a variety of traditional food restaurants in the Bandung. Likert five-point rating scales were used to structure the questionnaire. Data were collected from the customers who visited the restaurant for first time. The results of the analysis indicate that responsiveness and assurance play the important role in lashing customer satisfaction in Bandung traditional food restaurant industry. This research incorporates unique and original insights in relation to the Bandung traditional food restaurants market. The findings of this research have contributed to a better understanding of the main factors that influence service quality and customer satisfaction in the traditional food restaurants.

Keywords: *Traditional food, Restaurant, Bandung, Service quality, Customer satisfaction*

I. Introduction

Traditional food in Bandung grows exponentially. There are more than 5,000 local menu compiled from all over the regions. The number of populations that is almost 270 million provide a big opportunity for the market player to participate in the market. The wide range of traditional menu is not only successful capture the domestic market but also international tourist. Traditional food is one of the attraction of people visits Indonesia. Among the top traditional dishes are satay, bakso, soto, nasi goring, gado-gado, nasi uduk, nasi padang, babi guling, bakmi goring and many more. The list of dishes become the tourism promotion campaign for those who likes to seek for a difference delicious menu. There is many research conducted related to the traditional food around the world. Research conducted by (Hsu & Chen, 2014; S. Hussain et al., 2018; Mainardes et al., 2017; Rana & Paul, 2017; Ryu, Lee, & Kim, 2012; Teng & Lu, 2016) as example highlighted that although the traditional food is serving small market in the industry but the existence is very important to support the market demand based on customer needs and wants on difference preference. Past research recommended that traditional food service provider to focus more on the service quality as the contribution towards the sustainability and earning more market share is very high.

II. Literature Review
Customer satisfaction

There are more than 500 registered traditional food restaurant in Bandung province and the numbers keep on growing especially when Bandung recorded a growth of tourist(Tarigan et al., 2016). Most of international tourist are from neighboring country and beside traditional food is one of the attraction beside the shopping attractions(Nurwitasari, 2016).

High numbers of player in the industry indirectly created a tough competition in the industry itself(Shamsudin, Esa, & Ali, 2019). The traditional menu itself is limited to a certain category of menu and as such there is a tendency that similar services provided by many others within a small geographical areas(Espinosa, Ortinau, Krey, & Monahan, 2018; Lau, Cheung, Pires, & Chan, 2019). Customer today is getting smart(Shamsudin et al., 2019). The internet today provides much information from the restaurant details such as menu, price, location, operation hours as well as the feedback from customers(Razak & Shamsudin, 2019). The competition also includes continuous communication by each restaurants who posted their awareness and campaign regularly through social media such as Facebook and Instagram(Pizam, Shapoval, & Ellis, 2016). As a result, the competition getting tenser for the market player to be at par and one of the way is to provide service quality with a reasonable pricing(Ahmad, Ahmad, & Papastathopoulos, 2019; Line & Hanks, 2019).

Service provider such as restaurant will gain high benefit when they managed to satisfied customer(Bujisic, Hutchinson, & Parsa, 2014). Satisfied customer indirectly helps service provider to segregates customer from their competitor(Shamsudin et al., 2019). Past research (Kant & Jaiswal, 2017; Yilmaz, Ari, & Gürbüz, 2018)indicates that satisfied customer tends to revisit and remain with the service provider for a longer time. Traditional restaurant who managed to satisfied customer will enjoyed having a regular customer that will ensure a consistent revenue throughout certain period(Nguyen, Nisar, Knox, & Prabhakar, 2018).

Each customer may have his or her own patterns of consumption(Liu et al., 2019). Some may come daily or weekly or based on seasonal. Each customer may maintain his or her own interval. That repeating visitation may give sustainable advantage to the restaurant(Davras & Caber, 2019; Zhang, Zhang, & Zhang, 2019). Satisfied customer despite providing the sustainable advantage may also promised some sort of guaranteed market share in the industry(Astuti Pratminingsih, Haizam Mohd Saudi, & Surayya Mohd Saudi, 2018).

According to past research, satisfied customer may also reduce the failure costs because they have a set of customer that will support the service provider based on their perceived service quality (Janahi & Al Mubarak, 2017)and at the same time highly tolerate on the price(Khamis & AbRashid, 2018). Satisfied customer can always be a good revenue streams to the service provider because of their repeat patronage. Past research stated, that it was is much easier to remain the current customer than to acquire new customer(Forsythe, 2016; Kant & Jaiswal, 2017; Moghavvemi, Lee, & Lee, 2018). The process to acquire new customer may invite additional cost, effort and time. According to(Berry, Zeithaml, & Parasuraman, 1985), satisfied customer may lower the promoting costs especially if the service provider make use of the databases to conduct promotion and campaign(Ayo, 2018). Service provider can used current technology to communicate to their existing customer(Shamsudin et al., 2019). Restaurant that plans to introduce new menu for example may invite their current customer for food testing and feedback(Shamsudin et al., 2019). Satisfied customer also willing to participate by giving comments, suggestion and highlight anything that may be useful for the restaurant to improvise in order to expand and sustain in the market(Cheng, Chang, Tsai, Chen, & Tseng, 2019; Min & Min, 2011; Ryu et al., 2012). Customer at the same time also play their role in supporting the service provider. Satisfied customer may tell others about the service provider(Hassan & Shamsudin, 2019). They will recommend the good thing about the restaurant to all their family members and friends(Hassan & Shamsudin, 2019). The word of mouth at the age of technology also known as e-word of mouth where customer used the social media to express their feelings through the media(Razak & Shamsudin, 2019). Customer may share the photo and interesting comment to invite their social circle to visit the restaurant(Jun, Kang, & Hyun, 2017; Nguyen et al., 2018; Peng & Chen, 2015). Service provider may enjoyed the benefits but at the same time should realize that the same method can be used should the customer feeling is negative(Ahmed, Tarique, & Arif, 2017; Kant & Jaiswal, 2017; Moghavvemi et al., 2018). The same customer may posted a statement that may encourage other customer not to visit the restaurant based on their personal negative experiences(Rita, Oliveira, & Farisa, 2019).

Having satisfied customer as a conclusion may help restaurant to reduce their promotional cost and helps to sustain in the market(Shamsudin et al., 2019). Restaurant should continuously focus on the way to satisfied customer by meeting their expectations, increase service quality and provide the services at the reasonable pricing(Jun et al., 2017; Peng & Chen, 2015).

Service quality

Tangibility by definition is the appearance of physical facilities or equipment, communication materials as well as the personnel involve in the operation towards providing the service to customers(Berry et al., 1985). In the context of traditional food restaurants, tangibility will be measure in terms of the location of the restaurant and the place itself(Cheng et al., 2019). The restaurant should be easily reachable and provide reasonable facilities such as parking space or ample area that customer can park their vehicle in order to reach the restaurant(Jun et al., 2017). Bandung development is crowded with buildings and busy from early morning to midnight. Most of the business located in town and parking is usually a problem to visitors(Ghazali & Martini, 2012). In some area, business owner engaged third party to manage the parking arrangements in order to welcome the visitors. Restaurant should carry some elements of uniqueness in terms of the design or build up in order to attract customer especially tourist, the interior design should reflect the traditional elements in order to provide a special ambience to the customer(Bujisic et al., 2014; Clemes, Mohi, Li, & Hu, 2018; Shahzadi, Malik, Ahmad, & Shabbir, 2018). Customer come to restaurant not only to enjoy the food but also to have a memorable experience especially for the first time visitors. Tangibility also includes the equipment used by the restaurant(Cheng et al., 2019). Customer like to visit restaurant that remain using the traditional concept or blend the traditional menu with latest facilities that may enhance the services in terms of speed and quality(Famiyeh, Asante-Darko, & Kwarteng, 2018). Most of the traditional restaurant will focused on visual appealing by special decoration. The uniform of staff designed to reflect the traditional dress design that may create the positive experiences to customer(Yee, Yeung, & Edwin Cheng, 2010). The most important thing is that the restaurant facilities must be at par with their competitor for a fair competition. Past research conducted using the tangibles dimension but most the finding varies according to the scope of research(Bujisic et al., 2014). Tangible is important in s=certain industry where it is part of the business offering. This research will investigate whether the tangibles elements is important to customers that may influence them to achieve satisfaction. Past research indicated that tangibles highly positive towards customer satisfaction(Cheng et al., 2019; Min & Min, 2011; Nguyen et al., 2018). There are also research that indicates the result although positive but low priority due to the level of influences(Brown & Lam, 2008).

Another important element in the service quality is reliability. Customer is looking into the aspects whether the restaurant is providing their services as per promised. Some restaurant claimedthat they keep the old secrets in making the dishes(Nurwitasari, 2016). Some may claimed they offered the original recipe and some may claimed that they offered the best menu compared to others(Astuti Pratminingsih et al., 2018). Those statements although was made in terms of communication to attract customers but may influence customer in their expectations. A restaurant that claimed they

have the best dishes may lead to the higher expectations from customer before they even entered the facilities(Nurwitasari, 2016). Restaurant hold the burden to proof that the services is actually the best in order to meet the customer expectations. Customer is also looking into how accurate is the restaurant in delivering their services(Brown & Lam, 2008). The accuracy in this context is includes the delivering of promised, taste of the food, quality claimed in communication and the overall services. The restaurant must also committed to provide the service within the reasonable time(Yee et al., 2010). Should they promised for a 30 minutes on grilled menu than customer is expecting the food to be delivered within the period. There will be a situation where some time the restaurant will faced heavy traffic due to certain occasions or events. Such situation could be the reason of delayed in the servicing. There is also a possibility that the restaurant is shorthanded due to labor problem. From the perspective of customer, they want to enjoy the food without much hassle and problem(Shamsudin et al., 2019). Customer satisfaction is the level before customer become loyal(Hassan & Shamsudin, 2019). The characteristic of being satisfied customer is normally a frequent visit to the restaurant. Customer is expecting the employee can be dependable in its area. The food and services must be taken care at the best manner within a reasonable quality(Cheng et al., 2019; Ryu et al., 2012). Customer put high hope that the restaurant will taking care of the services they offered. Customer is highly dependable on the restaurant to manage their services as an exchange to the amount they paid for the services. As such not every customer may want to have any problems that stop him or her from revisit the restaurant(Jun et al., 2017). Certain situations may provide negative experiences such as poor delivery that lead to longer hours for food to be serve or it could be inconsistent quality due to operational factors such as new staff or others. Customer is also looking for an accurate record. Restaurant must at least engaged some sort of CRM technology that may keep record on past order for example. Customer would feel great should the employee can remember them and such situation might close gap between customer and service providers that raised the relationship at a different level(Clemes et al., 2018).

The relationship between customer and service provider can be improve through a good respond from the employee. There is customer who can tolerate with the food quality but they are very concern about how fast is the restaurant act in terms of responsiveness. It is very true that according to (Shamsudin et al., 2019)most customer wanted the service to be serve promptly. Restaurant can improved their responsiveness level by educating their staff in customer services(Ramanathan, Di, & Ramanathan, 2016). Employee need to be frank by telling the customer the duration of time that they can expect to be serve. Some menu is ready on the shelf but some may require new setting such as grilled or ala carte menu. Informing the customer on the estimate time may alert the customer and reduce their eagerness and complaint on late services(Shahzadi et al., 2018). Restaurant should alsohave trained their employee to always willing to help on customer request. There is customer who needs helps to customize their menu or perhaps they need to know the details ingredient of each menu. Employee should be knowledgeable and always ready to help and answer questions from customers. Beside that employee must also willing to respond to customer request. Request from customer could be varies but restaurant must keep their objective to put customer as their priority in delivering the services. Past research indicates responsiveness is high on services industry especially those that relate consultation services. Many past researches such as (Jun et al., 2017; Min & Min, 2011; Nguyen et al., 2018)recommended that responsiveness to be given high priority when it comes to a service that involved expert view, consultation, investigation and negotiations. The responsiveness is highly dependable on how the staff is delivering their services to customer. Restaurant for example in this case should instill the spirit of customer centered as priority regardless whether during the peak or off peak time(Shamsudin et al., 2019).

Another important dimension is service quality is assurance(A. Parasuraman, Berry, & Zeithaml, 1991). It reflects how good the employee of the restaurant to treat the customer. Assurance is also referring to the readiness of employee to serve customer(A. A. Parasuraman, Zeithaml, & Berry, 1991). To the certain extend it also related to the employee ability to handle customer. A good employee will give priority to customer by the warm welcome and provide high courtesy(Shahzadi et al., 2018). Such situation may inspire trust. Customer will feel confident and become more comfortable. Such services will definitely inspire for high expectations for first time customer. The repeat customer may expect the same service level maintained or otherwise increased(Ayo, 2018; Line & Hanks, 2019). Restaurant services required trustworthy employees. Employee need to be honest and responsible. Beside that employee must also polite. Past research on fast food industry indicated that assurance play minimum role towards customer satisfaction(Indrawan, Nasution, Adil, & Rossanty, 2016). According to (Anwar, 2017; Newson, van der Maas, Beijersbergen, Carlson, & Rosenbloom, 2015)assurance is not highly related to the situation of fast food restaurant because that restaurant offered a standard menu with the intention to provide quick services. The result for traditional restaurant could be different because traditional restaurant may require solicitation and some recommendation come from the trustworthiness of the employee(Puspita, 2015). The success of employee in servicing customer is based on well they can work as a team. A good teamwork can reflect a good strategy for the restaurant to improve their servicing to customer(Vollaard et al., 2004).

Last dimension in the service quality dimension is empathy. Empathy is referring to the level of the restaurant putting attention towards customer needs and wants(Berry & Parasuraman, 1993). Empathy not only derived from the employee who served the customer but also from the operation setting of the restaurant. Restaurant should have focused more on customer before they decide on the seat arrangement and ordering system. The setting should be friendly to customer. Understanding customer in the restaurant setting inclusive paying attention on the customer who brings children and elderly(Hanks, Line, & Kim, 2017).

The location of the toilets and signage. Restaurant should also be considering a good lighting, air-condition and entertainment as part of their effort in understanding customer. Past research indicated that employee play important role in giving individual attention. Employee must try to understand the needs of customer. Besides that, business owner should also considerate the empathy through a reasonable opening and closing hours. Customer will feel happy should the restaurant and employee practiced empathy. Customer will feel appreciated. Chances that customer become satisfied with the services is very high should the restaurant practiced all the elements suggested by past researcher(Istianto & Tyra, 2011).

Price

The current state of market oriented is focused on customer needs, wants and demand. Service provider need to be more focused in their offering by understanding the customer needs and wants. Another important part that determined whether customer could actually afford to enjoy the product or services is the "demand". Demand is the ability of customer to pay based on their budget allocation or amount of money that they willing to spend as an exchange to the product or services. To respond to the market demand, service provider need to determined their pricing based on a strong evident. According to (Shamsudin et al., 2019) price is normally reflected to the level of quality. The higher the quality, the higher is the price. Past research(Clemes et al., 2018)supported the statements, as customer will associate the price with the quality. Charging high quality should represent the best quality as compared to others. It is also common according to (Cheng et al., 2019)that customer will always do comparison and searching for lower price. The trend is customer is always looking for low price but hoping for high quality(Min & Min, 2011). Such scenario could be difficult to enjoy unless there is a special campaign on the introduction of business that are targeting customer to come and get to know about the business. The challenge for traditional restaurant operator is to keep the customer expectation within the reasonable range(K. Hussain, Jing, Junaid, Bukhari, & Shi, 2019; Ramanathan et al., 2016). Service provider should make a clear signage and declared the menu for customer observation and decision-making. Price should not be the secret of trade as it involve customer satisfaction based on their expectations(Bujisic et al., 2014). Based on past research price play important role in customer decision making. However, it was also stated that certain product or services is more popular once the product is increased, as the customer perceived that those is reflect to the high quality(Shamsudin et al., 2019).
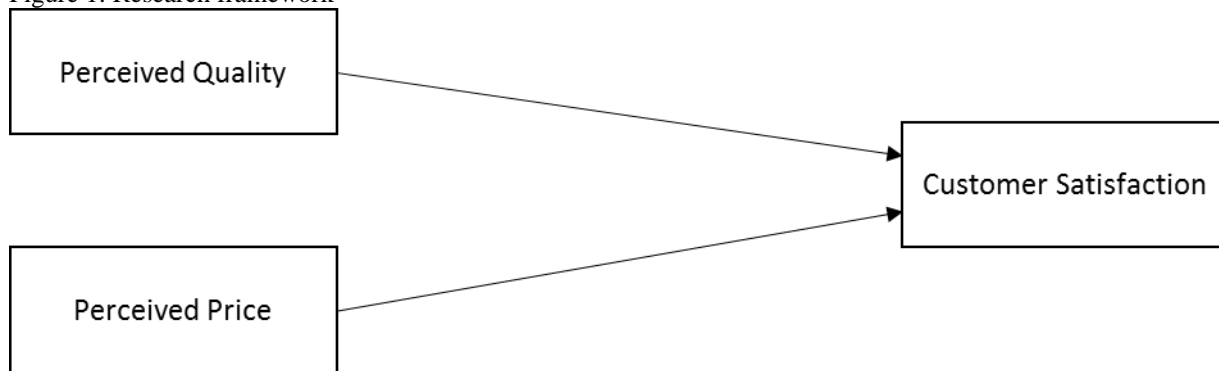
Figure 1: Research framework

III. Methodology

This is a quantitative research. The data was collected using questionnaire. There are overall 50 questions asked in the questionnaire form. The questionnaire was divided into 2 section; Section A is more on respondent profile while section B is on the main topic of this research. There are six questions on customer satisfaction, 22 questions on service quality and 5 questions on perceived price. Respondent may take 10 to 12 minutes to complete the form. Questionnaire was used five Likert point scale for easy reference to respondent. Scale 1 is strongly disagree and scale 5 is strongly agree. All questions in the questionnaire has gone a validation process. The questionnaire has been validated by three experts in Marketing from local universities. Data collection collected in the month of December 2019 and 200 respondents participated in the survey on convenience basis. Twoenumerator involved in the session for 3 weeks. Data collection was done in a random time on daily basis. Some were done during peak hours and some during off peak. The combination of session is expected to provide a clear feedback representing the population of customer who visited traditional restaurant in Bandung.

IV. Data Analysis

Table: Respondents' profile

Classification	Frequency	Percentage
Gender or respondents		
Female	113	57%
Male	87	44%
Total	200	100%
Age of respondent		
Under 18		
below 25	9	5%

25 - 30	27	14%
30-45	73	37%
45-60	82	41%
more than 60	9	5%
Total	200	100%
Visiting time per month		
1-2 times	113	57%
3-4 times	59	30%
5-6 times	25	13%
7 and above	3	2%
Total	200	100%

The respondent for this research consist of 57% female and 43% male. There are slightly more female than male because female is fond of having traditional food as compared to male. Majority of the age is between 45 to 60 years old. The fact is that only senior ages would prefer to enjoyed traditional food as compared to the young generation currently. The current generation is more prone to fast food and western menu as they are grown up with the emerging or that kind of menu. It also a fact that the younger generation is influenced more by the world trend and media advertisement that may lead to their preference towards the fast food and similar to it. Another fact to support the trend is because younger generation have more options of food menu as compared to the older generation. Young generation could be not knowing the traditional food, as they were not expose to the menu from their childhood. Young mothers especially reluctant to cook traditional menu because of the complicated process and difficult to prepare. As a result, only 45 years and above preferred to enjoyed traditional food. The data collected also revealed that majority of customer only visited the traditional restaurant once or twice a month. Traditional food is considering as an occasion based menu that most of the customer will decide to take subject to certain celebration. It also could be because they need to blend the choices of having traditional food with other restaurant based on popular demand from family members. The survey also indicated that most of the customer come in a group of 3-5 people to traditional restaurants. The strong reason behind that is that customer is having the traditional food with their family members or group of friends (Hussain et al., 2019).

Table: Model summary

Model	R	R^2	Adjusted R^2	SE of the estimate
1	0.985[a]	0.971	0.970	0.39061

Note: [a]Predictors (constant), assurance, reliability, empathy responsiveness, tangibles

independent variables on dependent variable

Anova[a]

	Sum of squares	Df	Mean square	F	Sig.
Model 1					
Regression	716.486	5	143.297	939.171	0.000[b]
Residual	21.514	141	0.153		
Total	738.000	146			

Notes: [a]Dependent variable: customer satisfaction; [b]predictors: (constant), assurance, reliability, empathy, responsiveness, tangibles

Table: Coefficients

	Unstandardised coefficients		Standardized coefficients				Collinearity Statistics	
	B	SE	B	t	Sig		Tolerance	Vif
Model 1								
Constant	5.286	00.32		164.065	0.00			
Tangibles	2.009	00.32	0.894	62.152	0.00		1.000	1.000
Responsiveness	0.480	00.32	0.214	14.852	0.00		1.000	1.000
Empathy	0.403	00.32	0.179	12.458	0.00		1.000	1.000
Reliability	0.422	00.32	0.188	13.048	0.00		1.000	1.000

Assurance	0.548	00.32	0.244		16.939	0.00	1.000	1.000

Note: Dependent variable: customer satisfaction

V.   Discussion, conclusion and implications of research

The result indicated that both service quality and price play important role towards customer satisfaction. Price is more dominant compared to the service quality. Customer perhaps is concerned about their monthly budget to allocate on the outside dinning. The results show that customer compared the price between the service providers before having traditional food. It is also prominent that majority of customer only come once or twice. There are some elements of budget control that customer need to play around in order to enjoyed their favorite food. Another possible reason is that the survey conducted in top 20 traditional restaurant in Bandung. The top ranking based on their popularity and elegant menu served with special characteristic as their selling point. Those top twenty restaurant is a little bit expensive from the normal one although sometimes the taste and food serve is similar.

As per the service quality, responsiveness shows the more significant relationship compared with the other fourdimension. Responsiveness is important since it involves the respond from employee to customer. Employee need to be more alert in servicing the customer. One of the reason because majority of them are at the age more than 45 and they required extra attention during their visit. Among the prompt services required by the customer during their visit is getting the seat for dining, ordering, food delivery and finally paying bills. Employee responsible to pay attention during the session of customer experience with their restaurant. It is important that employee to pay attention to every single customer as each may have a different preference or needs.

The next priority on the service quality are empathy, assurance and reliability. The result of this research however indicated that tangibles is the least function as the influence towards the customer satisfaction. Tangibles could be not given priority by customer because the top 20 traditional restaurants are currently in good position and equipped with latest facilities, ambience and parking. The top 20 restaurants are among the most popular and most visited by customer in Bandung. Each restaurant focused on the tangibles and it lead to not much demand to adjust or alter from the current services.

The findings of this research is important for the current service provider. Traditional restaurant owner need to revised their pricing or come out with promotional campaign to encourage repeat customer. The price should be compare with competitors and special treatments such as discount to be given to repeated customer. The result also provide indicator that traditional restaurant owner need to improve and maintains their service level through dedicated employee. A continuous training and customer focused elements to be emphasized regularly. On top of that, a good teamwork and good working conditions can contribute and motivate employee to serve customer better.

VI.   References

1. Ahmad, S. Z., Ahmad, N., & Papastathopoulos, A. (2019). Measuring service quality and customer satisfaction of the small- and medium-sized hotels (SMSHs) industry: lessons from United Arab Emirates (UAE). *Tourism Review*, *74*(3), 349–370. https://doi.org/10.1108/TR-10-2017-0160
2. Ahmed, S., Tarique, K. M., & Arif, I. (2017). Service quality, patient satisfaction and loyalty in the Bangladesh healthcare sector. *International Journal of Health Care Quality Assurance*, *30*(5), 477–488. https://doi.org/10.1108/IJHCQA-01-2017-0004
3. Anwar, C. R. (2017). Fast Food: Gaya Hidup dan Promosi Makanan Siap Saji. *ETNOSIA : Jurnal Etnografi Indonesia*. https://doi.org/10.31947/etnosia.v1i2.1615
4. Astuti Pratminingsih, S., Haizam Mohd Saudi, M., & Surayya Mohd Saudi, N. (2018). Store Atmosphere and Food quality as Determinant Factors in Visiting Traditional Restaurant in Bandung, Indonesia. *International Journal of Engineering & Technology*. https://doi.org/10.14419/ijet.v7i4.34.25296
5. Ayo, F. E. (2018). A two-phase multiobjective optimization for benchmarking and evaluating service quality in banks. *International Journal of Intelligent Computing and Cybernetics*, *11*(4), 446–470. https://doi.org/10.1108/IJICC-12-2017-0155
6. Berry, L. L., & Parasuraman, A. (1993). Building a new academic field-The case of services marketing. *Journal of Retailing*, *69*(1), 13–60. https://doi.org/10.1016/S0022-4359(05)80003-X
7. Berry, L. L., Zeithaml, V. A., & Parasuraman, A. (1985). Quality counts in services, too. *Business Horizons*, *28*(3), 44–52. https://doi.org/10.1016/0007-6813(85)90008-4
8. Brown, S. P., & Lam, S. K. (2008). A Meta-Analysis of Relationships Linking Employee Satisfaction to Customer Responses. *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2008.06.001
9. Bujisic, M., Hutchinson, J., & Parsa, H. G. (2014). The effects of restaurant quality attributes on customer behavioral intentions. *International Journal of Contemporary Hospitality Management*, *26*(8), 1270–1291. https://doi.org/10.1108/IJCHM-04-2013-0162
10. Cheng, C. C., Chang, Y. Y., Tsai, M. C., Chen, C. T., & Tseng, Y. C. (2019). An evaluation instrument and strategy implications of service attributes in LOHAS restaurants. *International Journal of Contemporary Hospitality Management*, *31*(1), 194–216. https://doi.org/10.1108/IJCHM-06-2017-0361
11. Clemes, M. D., Mohi, Z., Li, X., & Hu, B. (2018). Synthesizing moderate upscale restaurant patrons' dining experiences. *Asia Pacific Journal of Marketing and Logistics*, *30*(3), 627–651. https://doi.org/10.1108/APJML-06-2017-0115
12. Davras, Ö., & Caber, M. (2019). Analysis of hotel services by their symmetric and asymmetric effects on overall customer satisfaction: A comparison of market segments. *International Journal of Hospitality Management*, *81*(May 2018), 83–93. https://doi.org/10.1016/j.ijhm.2019.03.003
13. Espinosa, J. A., Ortinau, D. J., Krey, N., & Monahan, L.

(2018). I'll have the usual: how restaurant brand image, loyalty, and satisfaction keep customers coming back. *Journal of Product and Brand Management*, *27*(6), 599–614. https://doi.org/10.1108/JPBM-10-2017-1610

14. Famiyeh, S., Asante-Darko, D., & Kwarteng, A. (2018). Service quality, customer satisfaction, and loyalty in the banking sector: The moderating role of organizational culture. *International Journal of Quality and Reliability Management*, *35*(8), 1546–1567. https://doi.org/10.1108/IJQRM-01-2017-0008

15. Forsythe, P. J. (2016). Construction service quality and satisfaction for a targeted housing customer. *Engineering, Construction and Architectural Management*, *23*(3), 323–348. https://doi.org/10.1108/ECAM-05-2015-0076

16. Ghazali, A., & Martini, L. (2012). Bandung as Service City in Indonesia: Role of Academician, Business, and Community. *Procedia - Social and Behavioral Sciences*, *52*, 317–324. https://doi.org/10.1016/j.sbspro.2012.09.469

17. Hanks, L., Line, N., & Kim, W. G. (Woody). (2017). The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management*. https://doi.org/10.1016/j.ijhm.2016.10.009

18. Hassan, S., & Shamsudin, M. F. (2019). Measuring the effect of service quality and corporate image on student satisfaction and loyalty in higher learning institutes of technical and vocational education and training. *International Journal of Engineering and Advanced Technology*, *8*(5), 533–538. https://doi.org/10.35940/ijeat.E1077.0585C19

19. Hsu, C. L., & Chen, M. C. (2014). Explaining consumer attitudes and purchase intentions toward organic food: Contributions from regulatory fit and consumer characteristics. *Food Quality and Preference*, *35*, 6–13. https://doi.org/10.1016/j.foodqual.2014.01.005

20. Hussain, K., Jing, F., Junaid, M., Bukhari, F. A. S., & Shi, H. (2019). The dynamic outcomes of service quality: a longitudinal investigation. *Journal of Service Theory and Practice*, (71572056). https://doi.org/10.1108/JSTP-03-2019-0067

21. Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, *80*, 22–32. https://doi.org/10.1016/j.chb.2017.09.019

22. Hussain, H.I., Kamarudin, F., Thaker, H.M.T. & Salem, M.A. (2019) Artificial Neural Network to Model Managerial Timing Decision: Non-Linear Evidence of Deviation from Target Leverage, *International Journal of Computational Intelligence Systems*, 12 (2), 1282-1294.

23. Indrawan, M. I., Nasution, M. D. T. P., Adil, E., & Rossanty, Y. (2016). A Business Model Canvas: Traditional Restaurant "Melayu" in North Sumatra, Indonesia. *Business Management and Strategy*. https://doi.org/10.5296/bms.v7i2.10193

24. Istianto, J. H., & Tyra, M. J. (2011). Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Rumah Makan Ketty Resto. *Jurnal Ekonomi Dan Informasi Akuntansi (JENIUS)*.

25. Janahi, M. A., & Al Mubarak, M. M. S. (2017). The impact of customer service quality on customer satisfaction in Islamic banking. *Journal of Islamic Marketing*, *8*(4), 595–604. https://doi.org/10.1108/JIMA-07-2015-0049

26. Jun, J., Kang, J., & Hyun, S. S. (2017). Effects of third-party certification on patrons' service quality evaluation in the luxury-restaurant industry. *British Food Journal*, *119*(4), 771–789. https://doi.org/10.1108/BFJ-06-2016-0272

27. Kant, R., & Jaiswal, D. (2017). The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India. *International Journal of Bank Marketing*, *35*(3), 411–430. https://doi.org/10.1108/IJBM-04-2016-0051

28. Khamis, F. M., & AbRashid, R. (2018). Service quality and customer's satisfaction in Tanzania's Islamic banks: A case study at People's Bank of Zanzibar (PBZ). *Journal of Islamic Marketing*, *9*(4), 884–900. https://doi.org/10.1108/JIMA-09-2016-0068

29. Lau, T., Cheung, M. L., Pires, G. D., & Chan, C. (2019). Customer satisfaction with sommelier services of upscale Chinese restaurants in Hong Kong. *International Journal of Wine Business Research*, *ahead-of-p*(ahead-of-print). https://doi.org/10.1108/ijwbr-10-2018-0060

30. Line, N. D., & Hanks, L. (2019). The social servicescape: understanding the effects in the full-service hotel industry. *International Journal of Contemporary Hospitality Management*, *31*(2), 753–770. https://doi.org/10.1108/IJCHM-11-2017-0722

31. Liu, Y., Song, Y., Sun, J., Sun, C., Liu, C., & Chen, X. (2019). Understanding the relationship between food experiential quality and customer dining satisfaction: A perspective on negative bias. *International Journal of Hospitality Management*, (September), 102381. https://doi.org/10.1016/j.ijhm.2019.102381

32. Mainardes, E. W., Araujo, D. V. B. De, Lasso, S., Andrade, D. M., Mainardes, E. W., Araujo, D. V. B. De, … Mainardes, E. W. (2017). *Influences on the intention to buy organic food in an emerging market*. https://doi.org/10.1108/MIP-04-2017-0067

33. Min, H., & Min, H. (2011). Benchmarking the service quality of fast-food restaurant franchises in the USA: A longitudinal study. *Benchmarking*, *18*(2), 282–300. https://doi.org/10.1108/14635771111121711

34. Moghavvemi, S., Lee, S. T., & Lee, S. P. (2018). Perceived overall service quality and customer satisfaction: A comparative analysis between local and foreign banks in Malaysia. *International Journal of Bank Marketing*, *36*(5), 908–930. https://doi.org/10.1108/IJBM-06-2017-0114

35. Newson, R. S., van der Maas, R., Beijersbergen, A., Carlson, L., & Rosenbloom, C. (2015). International consumer insights into the desires and barriers of diners in choosing healthy restaurant meals. *Food Quality and Preference*. https://doi.org/10.1016/j.foodqual.2015.02.016

36. Nguyen, Q., Nisar, T. M., Knox, D., & Prabhakar, G. P. (2018). Understanding customer satisfaction in the UK

quick service restaurant industry: The influence of the tangible attributes of perceived service quality. *British Food Journal*, *120*(6), 1207–1222. https://doi.org/10.1108/BFJ-08-2017-0449

37. Nurwitasari, A. (2016). *The Influence of Gastronomic Tourism Traditional Sundanese Food on Tourist Visit Decisions to Bandung*. https://doi.org/10.2991/atf-16.2016.85

38. Parasuraman, A. A., Zeithaml, V. A., & Berry, L. L. (1991). Refinement and reassessment of the SERVQUAL instrument. *Journal of Retailing*, *67*(4), 420–450.

39. Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Perceived service quality as a customer- based performance measure: An empirical examination of organizational barriers using an extended service quality model. *Human Resource Management*, *30*(3), 335–364. https://doi.org/10.1002/hrm.3930300304

40. Peng, N., & Chen, A. H. (2015). Diners' loyalty toward luxury restaurants: The moderating role of product knowledge. *Marketing Intelligence and Planning*, *33*(2), 179–196. https://doi.org/10.1108/MIP-03-2014-0049

41. Pizam, A., Shapoval, V., & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: a revisit and update. *International Journal of Contemporary Hospitality Management*, *28*(1), 2–35. https://doi.org/10.1108/IJCHM-04-2015-0167

42. Puspita, O. D. (2015). Physical Evidence of Small Theme Restaurant in Indonesia: A Case Study of Ramen House. *Procedia - Social and Behavioral Sciences*. https://doi.org/10.1016/j.sbspro.2015.01.312

43. Ramanathan, R., Di, Y., & Ramanathan, U. (2016). Moderating roles of customer characteristics on the link between service factors and satisfaction in a buffet restaurant. *Benchmarking*, *23*(2), 469–486. https://doi.org/10.1108/BIJ-01-2015-0012

44. Rana, J., & Paul, J. (2017). Journal of Retailing and Consumer Services Consumer behavior and purchase intention for organic food : A review and research agenda. *Journal of Retailing and Consumer Services*, *38*(May), 157–165. https://doi.org/10.1016/j.jretconser.2017.06.004

45. Razak, A. A., & Shamsudin, M. F. (2019). The influence of atmospheric experience on Theme Park Tourist's satisfaction and loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, *6*(9), 10–20.

46. Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, *5*(10), e02690. https://doi.org/10.1016/j.heliyon.2019.e02690

47. Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, *24*(2), 200–223. https://doi.org/10.1108/09596111211206141

48. Shahzadi, M., Malik, S. A., Ahmad, M., & Shabbir, A. (2018). Perceptions of fine dining restaurants in Pakistan: What influences customer satisfaction and behavioral intentions? *International Journal of Quality and Reliability Management*, *35*(3), 635–655. https://doi.org/10.1108/IJQRM-07-2016-0113

49. Shamsudin, M. F., Esa, S. A., & Ali, A. M. (2019). Determinants of customer loyalty towards the hotel industry in Malaysia. *International Journal of Innovation, Creativity and Change*, *6*(9), 21–29.

50. Tarigan, A. K. M., Sagala, S., Samsura, D. A. A., Fiisabiilillah, D. F., Simarmata, H. A., & Nababan, M. (2016). Bandung City, Indonesia. *Cities*. https://doi.org/10.1016/j.cities.2015.09.005

51. Teng, C. C., & Lu, C. H. (2016). Organic food consumption in Taiwan: Motives, involvement, and purchase intention under the moderating role of uncertainty. *Appetite*, *105*, 95–105. https://doi.org/10.1016/j.appet.2016.05.006

52. Vollaard, A. M., Ali, S., van Asten, H. A. G. H., Suhariah Ismid, I., Widjaja, S., Visser, L. G., … van Dissel, J. T. (2004). Risk factors for transmission of foodborne illness in restaurants and street vendors in Jakarta, Indonesia. *Epidemiology and Infection*. https://doi.org/10.1017/S0950268804002742

53. Yee, R. W. Y., Yeung, A. C. L., & Edwin Cheng, T. C. (2010). An empirical study of employee loyalty, service quality and firm performance in the service industry. *International Journal of Production Economics*. https://doi.org/10.1016/j.ijpe.2009.10.015

54. Yilmaz, V., Ari, E., & Gürbüz, H. (2018). Investigating the relationship between service quality dimensions, customer satisfaction and loyalty in Turkish banking sector: An application of structural equation model. *International Journal of Bank Marketing*, *36*(3), 423–440. https://doi.org/10.1108/IJBM-02-2017-0037

55. Zhang, J., Zhang, J., & Zhang, M. (2019). From free to paid: Customer expertise and customer satisfaction on knowledge payment platforms. *Decision Support Systems*, *127*(March), 113140. https://doi.org/10.1016/j.dss.2019.113140